

## **WSBT-TV Identification of News and Programming Quarterly Program Issues** **3<sup>rd</sup> Quarter – July/August/September, 2011**

**PRESENT:** John Haferkamp, TV News Director, Bob Johnson, Operations Manager, Bob Montgomery, Radio News Director, Michelle Jewell, Programming Coordinator

On August 3, 2011, a meeting was conducted to identify the issues of importance for the 3<sup>rd</sup> Quarter (July, August, September) of 2011.

Five issues were identified as being significant to WSBT-TV's viewing audience through the review of data collected from a research project conducted by WSBT-TV the results of which were obtained in June, 2011 facilitated by AR&D Research, and pertinent national news topics.

The issues identified for the 3<sup>rd</sup> Quarter 2011 are as follows:

1. National Heat Wave – The impact of this summer's severe heat on our area and the nation
2. Severe Weather – Educating and preparing people for severe weather
3. Debt Ceiling Discussion/Resolution – The impact of the political battles, and subsequent last-minute agreement, over the national debt ceiling has impacted our community
4. Fact Finder – In-depth reporting initiative that focuses on topics relevant to viewers in our area (i.e., gas prices)
5. Back-to-School Preparation – Informing and empowering viewers who are preparing for the new school year

These five issues will be used in WSBT-TV's 3<sup>rd</sup> Quarter Issues and Program List which is submitted to the FCC at the end of the quarter and placed in WSBT-TV's Public File.

  
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Documented By: Michelle Jewell, Programming Coordinator

8/3/11  
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Date